

Time	Contacts (Rooms)	Radios in use	IBS Station WHRC	NBC	CBS	ABC	MBS	Local	Stns
Week of Dec. 11-16	(North Barclay) 21	30	138	20	22	15	12	100	
" " "	(Founders) F 27	27	514	15	16	7	7	26	
" " "	(South Barclay) 24	35	93	11	10	9	8	32	
" " "	(Center Barclay) C 23	29	82	15	26	14	11	27	
" " "	(Lloyd Hall) 38	51	157 1/2	39	45	32	22	111	
" " "	(Merion & Merion Annex) 12	12	18	9	12	8	8	19	
"									
Totals	145	184	539 1/2	109	139	85	68	315	

1. Under contacts are listed the number of rooms contacted. There are an average of 3 students in each room.
2. Under WHRC are listed the number of hours per week that each dormitory listed listens to WHRC.
3. Approximately 93% of the dormitory students were contacted. The other 7% are not able to hear WHRC on their radios because of the distant location of their dormitories.

Countersigned:
Frank B. Cooper
Student Manager

Certified as correct:
William Peniche
 William Peniche, Publicity Director

WNYC Directs New Education Radio Network

Puts Broadcasts on Tape for Re-Use by College Stations in 20 States

New York City's municipal radio station, WNYC, has become the key station of a new educational broadcasting network, it was disclosed yesterday by Seymour N. Siegal, director of the city broadcasting system.

Operating on a small budget and using funds provided by Cooper Union, the network utilizes tape recordings to provide programs to the member stations rather than the usual telephone lines employed by the large commercial broadcasting companies. More than

thirty independent, non-commercial stations are participating.

The network is sponsored by the National Association of Educational Broadcasters and is designed, according to Mr. Siegel, to bring adult, literate, mature programs to an estimated audience of 4,000,000.

Programs have originated in New York, Harvard University at Cambridge, Mass., Washington, and in London through the cooperation of the British Broadcasting Corporation. Stations receiving them are in twenty states throughout the country. Most of them are college and university stations.

Facilities of WNYC are used to prepare the tape recordings; shipping by mail to the various stations is done by the WNYC staff and a WNYC staff member, Mrs. Terry Linder, has been placed in charge of co-ordinating the program schedules.

The tapes are circulated on a round-robin schedule. The first station mails the tape on to the next and so on until all stations

have received and broadcast the tape. Then it is returned to WNYC.

Programs have included a series on health and development problems of human beings prepared by the Lowell Institute Co-operative Broadcasting Council at Harvard; the "Great Themes in the Great Hall" series of lectures at Cooper Union; the "Freedom Sings" series of Sesquicentennial Concerts from Washington by the United States Army Band; a series of "Music for the Connoisseur" programs from WNYC and dramatic productions from the British Broadcasting Corporation.

Sinking Land Threatens Homes

ASHLEY, Pa., July 29 (AP).—Twenty homes in the Liverpool section of Ashley today are endangered by a surface settlement. None of the twenty-four families residing in the homes were evacuated, but the structures were showing effects of the subsidence. Glen Alden coal company owns the land over its Huber colliery.

NOW

- - - - - reg. 35.00 to 97.50 **21.50 to 69.50**

- - - - - reg. 35.00 to 154.00 **21.50 to 89.50**

ing Chairs . . Sofas - **at savings from 15% to 33 $\frac{1}{3}$ %**

THIRD FLOOR

NOW

s - - - - - reg. 17.00 to 125.00 **12.50 to 69.50**

es—some complete groups—**at savings from 20% to 50%**

and double sizes— reg. 65.00 to 145.00 **29.50 to 84.50**

some complete groups— **at savings from 20% to 45%**

SIXTH FLOOR

8-53	A yes	55	A no	5	A yes	63	A yes	68	A no
	B "		B yes		B "		B "		B yes
	C "		C yes		C "		C "		C no
	D "		D no		D " (track)		D "		D no

9-53 more good disc jockeys - slow music - shorter
 59 - less late evening jazz class hr. later classical hr
 55 more jazz and light classical
 51 - western ballads - more Cameron
 63 - more semi-classical
 68 no

66 more good "live" shows and more light and
 semi-classical - more time on net work

64 - candid mike - ~~off~~ programs by var. clubs

62 - more campus news, sports

59 more ~~campus~~ candid less class hr.
 67 - more with B.M.C. (live) -

52 - away games no effect less class hour -

10-53 - more money the ~~co~~ - Chinese music each night from Broadway shows - no voice
 59 - enjoy it
 51 - want net work too much gab on some disc jockey
 post schedule

63 progressing very well this semester

68 ~~id~~ ~~own~~ good job - greatly improved over last
 year
 good chance of future improvement

Ner has done terrific job

66 excellent work this semester

64 - OKAY

62 - improved a lot this sem. - could use more imp.
 esp. gab by disc jockeys + ~~two~~ good commentators on class hr.

59 beautiful - ver. gd. job

67 liked Class Night rebroadcasts

52 publish schedules weekly

69 none
 62 good

8-66	A yes	64	A no	62	A no	59	A yes	67	A yes	52	yes
	B "		B yes		B yes		B "		B "		B "
	C "		C "		C "		C "		C "		C no
	D "		D ind.		D ind.		D "		D "		D yes
69	A yes	64	A yes	66	A yes	71	A ind.	50	A yes		
	B "		B "		B "		B "		B "		es random
	C "		C "		C "		C "		C "		" "
	D "		D no		D "		D "		D "		(fencing)

North B. B. B. B. B.

FORM 9-B-54880

ROOM	62	72	71	70	69	68	67	66	64	63	61	60	59	52	53	55	51	50
LIST-ENERS	2	1	2	2	3	3	3	2	1	2	2	3	3	4	3	2	4	4
HOURS P/WK.	8	1	6	4	2	2	2	12	4	5	5	2	20	4	9	9	4	10
1	R						V-2			V-1 1/2								
2	V						V-2											
3	V-2	V	R	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2
4	R		R	V-2			V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2	V-2
5	R		V				V	E	V		V	R		V		R	V	
6	V		V				R	E	V			R		V	V	V	V	R
7			V-1	V-1			V-2	V-1	V-2	V-1	V-3	R		V-1	R-5	V-1	V-1	
8	V						R	R	V			R		V		V		V
9							V	V				R						
10	V						V				V	R		V				
11	V		V	V			V					R						
12							R					V						
13	V						V	R				R						
14	R				R	R	R	R		R	R	R	R	R	R	V	R	R
15	V	V	V	V	V	V	V	R	V	V	V	V	V	V	V	V	V	V
16	V						V		V	V	V	V	V	V	V	R	V	
17	V						V				R	R						
18	V		V	V			V	V	V	V	R	V	R		V			
19			V	R			V					V			V			
20	R						V					V						
21	R						V	V				V					V	
22	R		V				V	V	V			V	R				V	
23	V						E	V	V		V	R					V	
24												V						
25	V						V	V				R	V				R	R
26	V						V	V				R	V				R	R
27			R				R	V	V	V		R					V	
28							V	R	V			R					V	
29	R						V				R	V						
30	R						R		V	V	R	V		V			V	
31	R						R					R						
32	R						R					V						
33	R						R				R	V	R		V		V	
34	V	V	V	V	V	V	V	V	V	V	V	R	V	R	V	V	V	V
35											V	V	V	V	V		R	

REMARKS

Interviewer 60001Date 1/1/50

1. AWAY GAMES - No use for BASEBALL GAMES - (LAB)
Should have a PROGRAM SCHEDULE
2. CARRY AWAY - FOOTBALL - BASEBALL (LAB)? Basket-ball away
Open Wells - Late Classical Music - Uninterrupted Shows
3. AWAY GAMES -
4. IN FAVOR OF AWAY ^{GAMES} LATE CLASSICAL MUSICAL SHOW
More M. Gould - D. Rose - Likes OPERA - WAXED RECORDS
CLOSING DOORS - ONE RECORD TO ANOTHER - THURS -
6. FOOTBALL, BASE, BASKET - (AWAY) - MORE LIVE SHOWS -
Possibility of PIANO -
7. CLASSICAL MUSIC $\frac{2}{3}$ - SUPREMACY MASTERWORKS -
8. BASKETBALL GAMES - AWAY FOOTBALL GAMES - TAPE RECORDING
Don't Listen PARTICULARLY ANYWAY
9. CLASSICAL MUSIC $\frac{2}{4}$ - AWAY FOOT - BASE -
10. " " 10-11
11. AWAY BASKETBALL - FOOTBALL - NOT HOME - Some IMP -
10-11 - MASTERWORKS PROGRAM - PROGRAM NOTES -
CLASSICAL HOUR -
14. AWAY FOOT - BASKET - BASE - HOME YES -
15. MORE CLASSICAL $\frac{3}{4}$ - AWAY SPORTS - IMPROVED - PROGRAMS
18. CLASSICAL MUSIC - LATE NIGHT - PRESSURE FOR
6:45 to Cross - in 5th - 18 - Reg. Letter or Bull Book
17. P. B. O. B. O. B. - 10-11 MASTERWORKS - ACTIVE -
19. - LATE FRIDAY - Some AWAY GAMES - SHOULD BE MORE PUBLICITY
PROGRAMS -
20. - MORE CLASSICAL MUSIC -
21. - Good Jazz -
22. - More popular - or symphonies - 10-11
23. - NOTHING ON CAMERAS WORTH-WHILE - 10-11 -
AWAY GAMES

Lloyd 1

ROOM	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
LIST-ENERS	1/4	1/4	1/4	1/4	1/4	3	3	4	4	4	4	4	4	4	4		3	3	3	3	3	3	4
HOURS	1	2	3	1 1/2	0	2	6	4	6	4	6	0	1/2	6	5		4	4	4	1	1/4	5	6
P/WK.	1	2	3	1 1/2	0	2	6	4	6	4	6	0	1/2	6	5		4	4	4	1	1/4	5	6
1																							
2																							
3	✓			3			5		5	✓	4			✓	3		3			✓			4
4																							
5																							
6																							
7																							
8		✓				✓		✓															✓
9																							
10																							
11																							
12																							
13								✓															
14	✓							✓															
15	2 1/4														✓								
16																							
17																							
18	✓		✓			✓		✓	R						✓		✓		✓	✓	✓		
19																							
20																							
21																							
22		✓					✓	✓															
23																							
24																							
25																							
26																							
27																							
28		✓					✓		✓														
29																							
30																							
31																							
32																							
33																							
34	✓	✓	60.				✓		✓	✓				✓	✓	✓		✓	✓		✓	✓	✓
35			R				✓	✓	✓		E	✓					✓		✓	✓			

REMARKS

Interviewer C90715

Date 3/21/49

LISTENS TO RECORDING - NO INTERVIEW
Don't listen to recording

W H A V
HAVERFORD COLLEGE
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER
INTERCOLLEGIATE BROADCASTING SYSTEM

3/20/49

Program Schedule

- | | |
|--|---|
| Monday: ① 7:00 - 7:15 | Welcome Dialer |
| 2. 7:15-7:30 | Hits of Tomorrow - John Moritz |
| ③ 7:30-8:55 | Classical Hour |
| ④ 8:55-9:00 | News |
| 5. 9:00 - 10:00 | Broadway in Review |
| 6. 10:00-10:55 | Moore Parade |
| ⑦ 10:55-11:00 | News |
| 8. 11:00-12:00 | 580 Club |
| Tuesday: | Welcome Dialer |
| 9. 7:15-7:30 | Tune-up Time |
| | Classical Hour |
| | News |
| 10. 9:00-9:30 | Fantasy Theater |
| 11. | Students in Black and White |
| 12. 9:30 - 9:45 | Eddie Duchin Show (transcribed) |
| 13. 9:45-10:00 | Coffee at the Coop (tape recorded) |
| 14. 10:00-10:30 | Coin' Down the Road |
| 15. 10:30-10:55 | Gilbert & Sullivan |
| | News |
| 16. 11:00 - 12:00 | Dennison and Sharpless, Not recorded |
| Wednesday | Welcome Dialer |
| 17. 7:15-7:45 | Show Time, Tassmin and Brown |
| | Classical Hour |
| | News |
| 18. 9:00-9:30 | Dramatic Interlude |
| 19. 9:30-10:00 | Curio Ship |
| 20. 10:00- 10:30 | Eddie Lynch |
| 21. 10:00-10:55 | 8 to the Bar |
| | News |
| 22. 11:00-12:00 | Open House |
| Thursday | Welcome Dialer |
| 23. 7:15-7:30 | Glenn Miller Memories |
| | Classical Hour |
| | News |
| 24. 9:00-9:30 | Turntable Twirl |
| 25. 9:30-10:00 | Ted Eastman Show |
| 26. 10:00-10:55 | Shine Hour |
| | News |
| 27. 11:00-11:30 | Jazz and Bebop |
| 28. 11:30-12:00 | After Hours |
| Friday | Welcome Dialer |
| 29. 7:15-7:30 | UNESCO World Review every 4th week |
| | Navy Band Concert otherwise |
| 30. 7:30-8:00 | Ben Birdall |
| | Classical Hour |
| | News |
| 31. 9:00-9:30- | Just One of those things |
| 32. 9:30-10:00 | |
| 33. 10:00-12:00 | Dance Date |
| 34. Basketball games | |
| 35. After Dance Broadcasts of music from 11:00 to 3:00 | |

THE VOICE OF HAVERFORD----580 KILOCYCLES ON YOUR DIAL

2/20/49

INSTRUCTIONS ON HOW TO FILL OUT FORM (9-B-54880)
WHRC LISTENING AUDIENCE POLL

1. Top row across for room number.
2. Second row , number of occupants in room in fraction
 - a. Numerator - Number who listen
 - b. Denominator - Number in the room.
3. Numbers 3-7 to be entered into Program Columns
3. Listen to Program Every week regularly R
4. Listens occasionally O
5. Never listen Blank
6. Doesn't listen because of seminar etc. E
(Not studies)
7. Shows such as
Welcome Dialer
Your Classical Hour
Newsat 8:55 and 10:55
enter number of nights per week.

Numbers 8 - 10 enter in Remarks column or on a supplementary sheet. These questions are very important.

8. Are you interested in sports programs?
Baseball
Basketball Yes -- No -- Indifferent
Football
Others

9. Suggested New Programs, also any that they would like to hear more of.

10. Any general Comments as to the present or future operation of the radio station.

In third row across top enter no. of hours listened to nightly, on the average.

2/20/49

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HAVERFORD COLLEGE
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER
INTERCOLLEGIATE BROADCASTING SYSTEM

Program Schedule

3/20/49

- | | | |
|------------------|--|--------------------------------------|
| Monday: | 1. 7:00 - 7:15 | Welcome Dialer |
| | 2. 7:15-7:30 | Hits of Tomorrow - John Moritz |
| | 3. 7:30-8:55 | Classical Hour |
| | 4. 8:55-9:00 | News |
| | 5. 9:00 - 10:00 | Broadway in Review |
| | 6. 10:00-10:55 | House Parade |
| | 7. 10:55-11:00 | News |
| | 8. 11:00-12:00 | 580 Club |
| Tuesday: | | Welcome Dialer |
| | 9. 7:15-7:30 | Tune-up Time |
| | | Classical Hour |
| | | News |
| | 10. 9:00-9:30 | Fantasy Theater |
| | 11. | Students in Black and White |
| | 12. 9:30 - 9:45 | Eddie Duchin Show (transcribed) |
| | 13. 9:45-10:00 | Coffee at the Coop (tape recorded) |
| | 14. 10:00-10:30 | Goin' Down the Road |
| | 15. 10:30-10:55 | Gilbert & Sullivan |
| | | News |
| | 16. 11:00 - 12:00 | Dennison and Sharpless, Bob and Flop |
| Wednesday | | Welcome Dialer |
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| | | News |
| | 18. 9:00-9:30 | Dramatic Interlude |
| | 19. 9:30-10:00 | Curio Ship |
| | 20. 10:00-10:30 | Eddie Lynch |
| | 21. 10:30-10:55 | 8 to the Bar |
| | | News |
| | 22. 11:00-12:00 | Open House |
| Thursday | | Welcome Dialer |
| | 23. 7:15-7:30 | Glenn Miller Memories |
| | | Classical Hour |
| | | News |
| | 24. 9:00-9:30 | Turntable Twirl |
| | 25. 9:30-10:00 | Ted Eastman Show |
| | 26. 10:00-10:55 | Shine Hour |
| | | News |
| | 27. 11:00-11:30 | Jazz and Bebop |
| | 28. 11:30-12:00 | After Hours |
| Friday | | Welcome Dialer |
| | 29. 7:15-7:30 | UNESCO World Review every 4th week |
| | | Navy Band Concert otherwise |
| | 30. 7:30-8:00 | Ben Birdsell |
| | | Classical Hour |
| | | News |
| | 31. 9:00-9:30- | Just One of those things |
| | 32. 9:30-10:00 | |
| | 33. 10:00-12:00 | Dance Date |
| | 34. Basketball games | |
| | 35. After Dance Broadcasts of music from 11:00 to 3:00 | |

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Certified as correct by
 Wm. Penick, Publicity Director

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MEMBER
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	4. 8:55-9:00	News
	5. 9:00 - 10:00	Broadway in Review
	6. 10:00-10:55	Moose Parade
	7. 10:55-11:00	News
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		News
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2/20/49

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Football
Others
- Yes -- No -- Indifferent

9. Suggested New Programs, also any that they would like to hear more of.

10. Any general Comments as to the present or future operation of the radio station.

In third row across top enter no. of hours listened to nightly, on the average.

PROGRAM LOG, WHRC, HAVERFORD COLLEGE, HAVERFORD, PA.

Date 2nd SEMESTER 1949 MONDAY

[illegible]

REMARKS: (all unusual occurrences, technical, productive, or otherwise, should be recorded and initialed).

PROGRAM LOG, WJIC, NEWLIFORD COLLEGE, NEWLIFORD, PA.

Date Tuesday 19

TIME	ORIGIN	NAME	PRODUCTION OR ADVERTISEMENT
7:00 - 7:15	B	HARDSON MCCABE	WELCOME DIALER
7:15 - 7:30	B		TUNE-UP TIME
7:30 - 8:55	H		CLASSICAL HOUR
8:55 - 9:00	H	BROWN	NEWS
9:00 - 9:30	H	LYNCH JONES	FANTASY THEATER OR STUDIOS IN BLACK & WHITE
9:30 - 9:45	H		EDDIE DULAIN SHOW (TRANS)
9:45 - 10:00	H	SEGAL	COFFEE AT THE COOP (TAPE)
10:00 - 10:30	H	CAMERON	Goin' Down THE ROAD
10:30 - 10:55	B	GRANT	GILBERT & SULLIVAN
10:55 - 11:00	H	DEWEES	NEWS
11:00 - 12:00	B	DENNISON SHARPLESS	BOB & FLOP

NOTE: (all unusual occurrences, technical, productive, or otherwise, should be recorded and initialed).

PROGRAM LOG, WHRC, HAVERFORD COLLEGE, HAVERFORD, PA.

Date WEDNESDAY 19 49

TIME	ORIGIN	NAME	PRODUCTION OR ADVERTISEMENT
7:00-7:15	B	HUDSON McCARY	WELCOME DIALER
7:15-7:45	B		SHOW TIME
7:45-8:55	H	JAMISON	CLASSICAL HOUR
8:55-9:00	H	BROWN	NEWS
9:00-9:30	H	COOPER	DRAMATIC INTERLUDE
9:30-10:00	B	CUSNEE	CURIO SHOP
10:00-10:30	B	LYNCH	EDDIE LYNCH
10:30-10:55	B	WILBUR	8 to the BAR
10:55-11:00	H	DEWEES	NEWS
11:00-12:00	B	HAZELWOOD	OPEN HOUSE

REMARKS: (all unusual occurrences, technical, productive, or otherwise, should be recorded and initialed).

PROGRAM LOG, WHRC, HAVERFORD COLLEGE, HAVERFORD, PA.

Date THURSDAY 1949

TIME	ORIGIN	NAME	PRODUCTION OR ADVERTISEMENT
7:00-7:15	B	HUDSON MCCANN	WELCOME DIALER
7:15-7:30	B	DYSON	GLENN MILLER MEMORIES
7:30-8:55	H	DYSON	CLASSICAL HOUR
8:55-9:00	H	BROWN	NEWS
9:00-9:30	B	SELLERS	TURNTABLE TWIRL
9:30-10:00	B	EASTMAN	THE EASTMAN SHOW
10:00-10:55	B	BELLINGER	SHINE HOUR
10:55-11:00	H	DEWEES	NEWS
11:00-11:30	B	GUSHEE NELSON	JAZZ • BEE BOOP
11:30-12:00	B	FRENCH ZERRER	AFTER HOURS

REMARKS: (all unusual occurrences, technical, productive, or otherwise, should be recorded and initialed).

PROGRAM LOG, WHRC, HAVERFORD COLLEGE, HAVERFORD, PA.

Date Tuesday 19 49

TIME	ORIGIN	NAME	PRODUCTION OR ADVERTISEMENT
7:00-7:15	B	Hudson	WELCOME DIALER
7:15-7:30	H	Brown	UNESCO WORLD REVIEW
			MAYE BAND CONCERT
7:30-8:00	H	BIRDSON	BEN BIRDSON
8:00-8:55	B	Musser	CLASSICAL HOUR
8:55-9:00	H	Brown	NEWS
9:00-9:30	B	Brown	JUST ONE OF THOSE THINGS
9:30-10:00			
10:00-12:00	B	HALL	DANCE DATE

REMARKS: (all unusual occurrences, technical, productive, or otherwise, should be recorded and initialed).

COMPLETE PROGRAM SCHEDULE

MONDAY

7:00-7:15	WELCOME DIALER	Hudson & McGarn
7:15-7:30	HITS OF TOMORROW	John Moritz
7:30-8:55	CLASSICAL HOUR	
8:55-9:00	NEWS	(New York Times)
9:00-10:30	HAVERFORD PLAYHOUSE	Lee Haring
10:30-10:55	MUSIC	"Moose" Amussen
10:55-11:00	NEWS	(Recap.)
11:00-12:00	580 CLUB	Andy Knowlton

TUESDAY

7:00-7:15	WELCOME DIALER	
7:15-7:30	TUNE-UP TIME	Jerry Crowley
7:30-8:55	CLASSICAL HOUR	
8:55-9:00	NEWS	
9:00-9:30	FANTASY THEATER	(Roger Jones)
	STUDIES IN BLACK AND WHITE	(Hal Lynch)
9:30-9:45	EDDIE DUCHIN SHOW	U.S. Navy (transcribed)
9:45-10:00	COFFEE AT THE COOP	Gil Arthur (Chesterfield)
10:00-10:30	GOIN' DOWN THE ROAD	Cameron & Robertson, folk music.
10:30-10:55	GILBERT AND SULLIVAN	Edge Grant
10:55-11:00	NEWS	
11:00-12:00	BOP AND ELOP	Denison & Sharpless

WEDNESDAY

7:00-7:15	WELCOME DIALER	
7:15-7:45	SHOW TIME	Tassman & Brown
7:45-8:55	CLASSICAL HOUR	
8:55-9:00	NEWS	
9:00-9:30	DRAMATIC INTERLUDE	Brooks Cooper
9:30-10:00	CURIO SHOP	Larry Gushee
10:00-10:30	EDDIE LYNCH SHOW	(music)
10:30-10:55	8 TO THE BAR	Trainer & Wilbur
10:55-11:00	NEWS	
11:00-12:00	OPEN HOUSE	Nick Hazelwood

THURSDAY

7:00-7:15	WELCOME DIALER	
7:15-7:30	GLENN MILLER MEMORIES	John Dyson
7:30-8:55	CLASSICAL HOUR	
8:55-9:00	NEWS	
9:00-9:30	TURNABLE TWIRL	
9:30-10:00	TED EASTMAN SHOW	Eastman & Manwiller
10:00-10:55	SHINE HOUR	Bellinger & Dayton
10:55-11:00	NEWS	
11:00-11:30	JAZZ AND BE-BOP	Nelson & Gushee
11:30-12:00	AFTER HOURS	French & Zerrer

FRIDAY

7:00-7:15	WELCOME DIALER	
7:15-7:30	NAVY BAND	(transcribed)
	UNESCO WORLD REVIEW	(every 4th week)
7:30-8:55	CLASSICAL HOUR	
8:55-9:00	NEWS	
9:00-9:30	JUST ONE OF THOSE THINGS	(music)
9:30-10:45	HERE'S TO VETERANS	(transcribed)
9:45-10:00	MUSIC	
10:00-12:00	DANCE DATE	

Program Notes:

Soon to be arranged: series of popular French music,
presented by Radio Francais. (transcribed)
CLASSICAL HOUR will soon be bringing you LP recordings.

THE VOICE OF HAVERFORD---580 ON YOUR DIAL

(as of April, 1949, subject
to change.) jcb

DON'T FORGET

to tune in WHRC, the radio voice of Haverford College, for special Spring Day programs. That's WHRC, 880 on your radio dial.

Special Spring Day Programs

- 9 AM Morning Music
- 10:00 Speech by Mr. MacIntosh
- 10:30 Speech by President White
- 11:10 Speech by Mr. Wylie
- 11:40 Speech by Mr. Roche
- 12:30 THE MAGNIFICAT and selected recordings of the
OCTET
- 2:00 Baseball Game & Track Meet
- 5:00 Classical Music
- 6:45 Sports Parade
- 7:00 The Haverford Radio Theatre
- 7:30 None Such Show
- 10:30 Friends Service Special Edition
- 11:30 Stairway to the Stars

YOU ARE INVITED

to come in and visit the studios of WHRC to watch the above programs actually being produced and put on the air. Our studios are located in the Haverford Union

WHMC Poll (Dinner Music)

	<u>1949</u>	<u>1950</u>
FOR	250	281
AGAINST	40	25
INDIFF.	30	25

	<u>1949</u>
Semi-C.	73
Classical	30
Musical C	27
Popular	17
Jazz, Swing, etc.	8

Monday

7:00 Welcome Dialer ✓
7:15 Hits of Today ✓
7:30 Classical Hour
8:55 N.Y. Times News
9:00 Meet Your Faculty
9:30 Fantasy Theatre
10:00 Show Time
10:30
11:00 N 500 Club ✓
12:00 Sign off

Tuesday

7:00 Welcome Dialer ✓
7:15 Tune Up Time ✓
7:30 Classical Hour
8:55 N.Y. Times News
9:00 Studies in Black and White
9:30 Your Singing Country
10:00 Eddie Lynch Show ✓
10:30 Gilbert & Sullivan Music
11:00 Moose Parade ✓
12:00 Sign Off

Wednesday

7:00 Welcome Dialer
7:15 What's Cookin (Al Sellers) ✓
7:30 Classical Hour
8:55 N.Y. Times News
9:00 Dramatic Interlude
9:30 Granch Club ✓
10:00 8 To The Bar ✓
10:30 Open House ✓
11:00 Bill Bell's Music Shop ✓
12:00 Sign Off

Thursday

7:00 Welcome Dialer
7:15 Musical Interlude ✓
7:30 Classical Hour
8:55 N.Y. Times News
9:00 Turntable Twirl ✓
9:30 Ted Eastman
10:00 Ship Hour
11:00 Jazz and Boogie (Mushes and Ball)
11:30 After Hours
12:00 Sign Off

Friday

7:00 Welcome Dialer ✓
7:15 Tannen and Brown ✓
7:45 Melody in Madness ✓
8:30 Music and News ✓
10:00 Dance Date
12:00 Sign Off

MONDAY

7:00	Welcome Dialer	Hudson and McCarn	Autenreith
7:15	Hits of Today	John Moritz	
7:30	Classical Hour	Ted Jamison	8:30-10:00
8:55	News	John Cluny	Smyth
9:00	Meet Your Faculty	Art and Dick Segal	
9:30	Fantasy Theater	Harold Lynch	
10:00	Show Time	Andy Knowlton	Sharp
10:30			
11:00	580 Club	Andy Knowlton	

TUESDAY

7:00	Welcome Dialer	Hudson and McCarn	Nelson
7:15	Tune Up Time	Crowley	
7:30	Classical Hour	John Dyson	8:30-10
8:55	News	John Cluny	Dan Hardy
9:00	Studies in Black and White	Ken Moser	
9:30	Our Singing Country	Haring and Loeb	
10:00	Eddie Lynch Show	--	French
10:30	Gilbert & Sullivan Inter-lude	Edge Grant	
11:00	Moose Parade	Don Amussen	
12:00	Sign Off		

WEDNESDAY

7:00	Welcome Dialer	Hudson and McCarn	Cummings
7:15	What's Cookin'?	Al Sellers	
7:30	Classical Hour	Dick Fletcher	8:30
8:55	News	John Cluny	Bill Melcher
9:00	Dramatic Interlude	B. Cooper and T. Shakespere	N.M. Curtis
9:30	Grouch Club	Stan Dennison	Bill Melcher
10:00	Eight to the Bar	Elliot and Trainer	Glover
10:30	Open House	Nick Hazelwood	
11:00	Bill Bell's Music Shop	-	
12:00	Sign Off		

THURSDAY

7:00	Welcome Dialer	Hudson and McCarn	Jenney
7:15	Musical Interlude		
7:30	Classical Hour	Mohn Dyson	8:30
8:55	News	John Cluny	J.C.Peden
9:00	Turntable Twirl	Al Sellers	
9:30	Ted Eastman show		
10:00	Shine Hour	Bellinger, Dayton X	J.C.Brown X
		Boyd and Baltzell X	
11:00	After Hours	French and Zerrer X	
12:00	Sign Off		

FIRDAY

7:00	Welcome Dialer	Hudson and McCarn	BROWN
7:15	Brown and Tassman X	-	Trumper
7:45	Melody Madness		Brown
8:30	Music and News		Bill Elliot
10:00	Dance Date	1st - Curtis and Hall X	Curtis
		2nd - Edmonds	Hardy
		3rd -	

R. CONANT

START ON 2:10 P.

6/5/90

WHRC
W H A V
HAVERFORD COLLEGE
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER
INTERCOLLEGIATE BROADCASTING SYSTEM

SUBJECT: PROGRAM SCHEDULE, SECOND SEMESTER, 1948-'49

5.00 Tape recording

Monday 1- 7:00-7:15 Welcome Dialer
2- 7:15-7:30 Hits of Tomorrow
3- 7:30-8:55 Classical Hour
4- 8:55-9:00 News
5- 9:00-10:00 Broadway in Review
6- 10:00-10:55 Moose Parade
7- 10:55-11:00 News
8- 11:00-12:00 580 Club

①

*Announced -
To release -
P...*

Tuesday 7:00-7:15 Welcome Dialer
9- 7:15-7:30 Tune-up Time
7:30-8:55 Classical Hour
8:55-9:00 News
10- 9:00-9:30 Fantasy Theatre &
11- Studies in Black and White
12- 9:30-9:45 Eddie Duchin Show
13- 9:45-10:00 Coffee at the Coop
14- 10:00-10:30 Goin' Down the Road
15- 10:30-10:55 Gilbert & Sullivan
10:55-11:00 News
16- 11:00-12:00 Dennison and Sharpless - Bob and Flop

② *Free rehearsal
To take program.*

Wednesday 7:00-7:15 Welcome Dialer
17- 7:15-7:30 ~~Glenn Miller Memories~~ Show Time - ~~Glenn Miller~~
7:30-8:55 Classical Hour
8:55-9:00 News
18- 9:00-9:30 Dramatic Interlude
19- 9:30-10:00 Curio Club
20- 10:00-10:30 ~~8 to the Bar~~ Eddie Lynch
21- 10:30-10:55 ~~8 to the Bar~~ ~~Edman + Brown~~ 8 to the Bar
10:55-11:00 News
22- 11:00-12:00 Open House

Thursday 7:00-7:15 Welcome Dialer
23- 7:15-7:30 Glenn Miller Memories
7:30-8:55 Classical Hour
8:55-9:00 News
24- 9:00-9:30 ~~Glenn Miller Memories~~ ~~Edman + Brown~~
25- 9:30-10:00 Ted Astmar
26- 10:00-10:55 Shine Hour
10:55-11:00 News
27- 11:00-11:30 Jazz and Bebop
28- 11:30-12:00 After Hours

WHRC
W H A V
HAVERFORD COLLEGE
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER
INTERCOLLEGIATE BROADCASTING SYSTEM

Friday 7:00-7:15 Welcome Dinner
29 - 7:15-8:00 7:15-7:30 UNESCO WORLD REVIEW Every 4th Wed 7:30-8:00 NAVY BAND CONCERT
30 - 8:00-8:30 8:00-8:30 BEN BIRDALL
31 - 8:30-8:55 8:30-8:55 CLASSICAL MUSIC
32 - 8:55-9:00 JUST ONE OF THOSE THINGS
33 - 9:00-9:30 TALKING RE - TALKING
34 - 9:30-10:00 DANCE DATE
35 - 10:00-12:00 DANCE DATE

29 - UNESCO WORLD REVIEW (Every 4th Wed)

BAND, NAVY

30 - 7:30-8:00 BEN BIRDALL

31 - 8:00-8:30 JUST ONE OF THOSE THINGS

32 8:30-8:55

33 10:00-12:00 DANCE DATE

34 TALKING RE: GAMES

35: AFTER DANCE BROADCASTS OF MUSIC

FROM 11:00 to 3:00 am

CHAR BAILEY-

R E P O R T
O N
I B S
S T A T I O N
P R O G R A M M I N G

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F O R E W O R D

This 1949 report on IBS station activities in Programming is like a baby-book. It sets forth certain facts for the consideration of the parents of the individual station. It ought to be healthful and informative to compare your operation in the items covered here with the operations of other stations in terms of the averages given. It is expected that you will feel both contented and restless in turn as you make comparisons.

Late last spring a questionnaire was sent to the entire membership. The information contained in this report is based on the returns from stations as indicated below. Altho a more complete response would have been desirable--for a perfect picture all stations would have to be included--the sample is adequate to give an overall picture of the basic programming characteristics of the American campus-limited radio enterprise.

Where this report fails to be of help, or where it stirs up problems, it is hoped that the stations will write to this department for whatever help it may have to offer. As a mutual organization we can do much to help one another. Please note, for example, the details of Question 12.

We are in debt to Tom Blaisdell of Virginia Polytechnic Institute for the basic tabulation of the questionnaires upon which this report is based.

Professor Howard C. Hansen
IBS Program Manager
MacMurray College
Jacksonville, Illinois
October 1, 1949

NATURE OF THE SAMPLE

Number of responding stations:	33	(43% sample of 5/49 roster)
Members:	16	
Trials:	14	
Affiliates:	2	
Non-Members:	1	

REPORT ON IBS STATION PROGRAMMING

QUESTION 1. What is the estimated size of your legal potential audience?

Mean (average) listening audience, per station - 2103

Median listening audience, per station - 1500

Range: 300 - 8000

QUESTION 2. What is your program schedule?

Average time on the air per week - 27.80 hours

"	"	"	"	"	Monday	-	5.08	"
"	"	"	"	"	Tuesday	-	4.71	"
"	"	"	"	"	Wednesday	-	4.85	"
"	"	"	"	"	Thursday	-	4.93	"
"	"	"	"	"	Friday	-	4.80	"
"	"	"	"	"	Saturday	-	2.81	"
"	"	"	"	"	Sunday	-	2.40	"

Percent of total week's programming time devoted to types of programs (in descending order):

Popular Music	- 46÷ %
Dinner Music	- 13÷ %
Classical Music	- 12÷ %
World News	- 5÷ %
Variety Shows	- 5÷ %
Campus News	- 4÷ %
Drama	- 2÷ %
Sports	- 1÷ %
Interviews	- 1÷ %
Discussion	- 1- %
Hot Jazz	- 1- %
Quiz	- 1- %
Documentary	- 1- %
Women's Programs	- 1- %
Folk Music	- 1- %
Men's Programs	- 1- %
Interpretative Rdg.	- 1- %
Religious	- 1- %
Children's	- 1- %

Basic pattern of the broadcasting day in the system:

The curve is trimodal:

Mode 1 - 7:00 to 9:15 a.m. with the peak at the 7:30-7:45 a.m. segment

Mode 2 - 10:30 a.m. to 3:00 p.m. with the peak at the 12:00-12:15 p.m. segment.

Mode 3 - 3:00 p.m. to 3:00 a.m. with the peak at the 9:00-9:15 p.m. segment.

Relative values of the peaks:

Peak 3 is the highest

Peak 1 is the second highest (32% of peak 3)

Peak 2 is the lowest (23% of peak 3)

Peak 3 rises smoothly from 3:00 p.m. to 9:00 p.m., falls smoothly to 12:00 midnight, then drops suddenly. There is little post-midnight broadcasting.

Peak 1 rises smoothly from 7:00 a.m. to 7:30 a.m. and drops smoothly to 9:15 a.m.

Peak 2 rises from 10:30 a.m., jumping suddenly at 12:00 noon, and falls smoothly until 3:00 p.m.

Times when the various types of programs are most commonly broadcast:

Popular Music - the early morning period, around noon, and throughout the evening period. Constituting as it does the bulk of station programming, popular music follows in the trimodal pattern mentioned above.

The most used hour for broadcasting popular music is between 9 and 10 p.m.

The second most used hour for popular music is between 7 and 8 p.m.

The third most used hour for popular music is between 8 and 9 p.m.

Rank order of time periods most used for broadcasting Popular Music:

- 1st T 9-10 and W 7-8 p.m.
- 2nd M 9-10 p.m.
- 3rd Th 7-8 p.m.
- 4th F 8-9 and T 7-8 p.m.
- 5th M 7-8 and Th 9-10 p.m.
- 6th F 9-10 and Th 10-11 p.m.
- 7th F 7-8 p.m.

All days are used, with some concentration on Monday and Friday.

Rank order of time periods most used for broadcasting Classical Music:

- 1st M 10-11 p.m.
- 2nd W 10-11 and F 10-11 p.m.
- 3rd W 8-9 p.m.
- 4th T 8-9 p.m.
- 5th Th 8-9 p.m.

All days are used, with some slight concentration on Wednesday.

Rank order of time periods most used for broadcasting Semi-classical (dinner type) Music:

- 1st W 9-10 p.m.
- 2nd Th 9-10 p.m.
- 3rd T 9-10 p.m.
- 4th M 9-10, Th 8-9, F 9-10 p.m.
- 5th Sat 8-9 p.m.

All days are used, with some slight concentration on Thursday.

Rank order of time periods most used for broadcasting World News:

- 1st 8-8:15 p.m.
- 2nd 8:45-9:00 p.m.
- 3rd 7-7:15 p.m., 9-9:15 p.m., 7:45-8 p.m.
- 4th 7:15-7:30 p.m.

News programs concentrate slightly on Tuesday and Thursday; the most used time period being 8-8:15 p.m. Thursday. All days are used.

Rank order of time periods most used for broadcasting Campus News:

- 1st 5-5:15 p.m.
- 2nd 6:45-7 p.m.
- 3rd 8-8:15 p.m.
- 4th 8:45-9 p.m.
- 5th 9:30-9:45 p.m.

Campus News tends to concentrate on Monday, the most used time periods being Monday and Wednesday, 5-5:15 p.m. All days are used.

Rank order of time periods most used for broadcasting Variety Shows:

- 1st 7-7:15 p.m.
- 2nd 11:45-12 midnight
- 3rd 8-8:15 p.m.
- 4th 5-5:15 p.m., 7:15-7:30 p.m., 7:45-8 p.m.

Variety Shows tend to concentrate on Monday; the most used times are M 8-8:15 p.m., T 8-8:15 p.m., W 7:45-8 p.m., Th 7-7:15 p.m., Th 11:45-12 midnight. All days are used.

Rank order of time periods most used for broadcasting Drama Shows:

1st 9-9:15 p.m., 9:15-9:30 p.m., 9:30-9:45 p.m.
 2nd 8:30-8:45 p.m.
 3rd 8:45-9 p.m.
 4th 9:45-10 p.m.

Drama shows tend to concentrate on Thursday; the most used time is Thursday 8:30-8:45 p.m. All days except Saturday are used.

A similar breakdown of the remaining types of programs broadcast by the IBS stations is omitted because of the small percentages attached to them.

Conclusions: The system's broadcast day runs from 7:00 a.m. to 3:00 a.m. Approximately 73% of the weekly programs broadcast are musical. (Compare this with the approximate 52% of the weekly schedule of all American stations.)

Approximately 10% of the weekly programming is devoted to News and Sports. (Compare with 9.8% for all American stations.)

Approximately 5% of all weekly programming is devoted to Variety Shows. (Compare with approximately 8% for all American stations.)

The great majority of news programs are of 5-minute duration.

QUESTION 3. Do you write formats for your shows?

34 stations responding - 70% do for some shows
 30% do for all shows

Interpretation: This suggests that most stations have found the advantages which lie in preparing in advance for the presentation of a program. For the benefit of those who may not have found a simple way of approaching this problem the following outline of what ought to be covered in such a format is offered:

Program Title
 Time
 Length
 Theme Music (if used)
 Background (general purpose and objective of the show)
 Source Material and Requirements
 Production Procedure (cover departments involved)
 Script Processing Time-Table
 Special suggestions
 Sample Script (to include at least standard Opening and Close)

QUESTION 4. Who decides the programming on your station?

Student Program Director - 59%
 Programming Board - 37%
 Faculty Advisor only - 4%

Programming Boards are made up as follows:

Program Director, Faculty Advisor, Staff	- - - - -	31%
" " , Station Manager, Faculty Advisor	- - - - -	24%
" " ; three top assistants	- - - - -	16%
" " , Station Manager, Chief Announcer	- - - - -	7%
Student Station Manager, Station Staff	- - - - -	7%
" " " , Program Director	- - - - -	7%
Staff	- - - - -	7%

Interpretation: It is apparent that a wide variety of practices are followed, due probably to the nature of the driving power of the individual station. Since no information concerning the basic objective of each station was included in the questionnaire it is difficult to draw many conclusions. It is generally known, however, that those stations which are bound to radio education departments probably follow the practice of group decisions. It is recommended by the IBS Program Manager that the Programming Board technique be given serious consideration by those who can profit from it.

QUESTION 5. Do you broadcast World News?

Yes - 83%

No - 17%

Interpretation: The large majority of stations are rendering this vital service. News coverage is generally considered a radio "must". Attention of the 17% is called to the following techniques used by the various stations in gathering news. Possibly these techniques can be used to bring news to your listeners.

News sources used by the various stations:

Wire services in cooperation with newspapers	- 37%
News culled from newspapers	- 23%
Wire service in cooperation with radio stations	- 20%
Campus stations having own wire services	- 6%
Sources unknown (unreported)	- 14%

Stations which rewrite their news	- 26%
Stations which do not rewrite their news	- 26%
Stations not reporting their technique	- 48%

The problem of whether to rewrite news has several aspects. Stations with access to radio wire services are generally under less compulsion to do so than those who have access to newspaper wire services or those who cull from newspapers. Both AP and UP wire services are being used. For stations which have no wire service now it is suggested that contact with a local radio station ought to bear fruit. This is a natural source which may be exploited for little or nothing if there is no intention of sponsoring the news broadcast. Where such a contact is not feasible, a second suggestion is made. Contact with a local nearby newspaper might result in some inexpensive arrangement. For example, it is known that AP encourages such cooperation between campus stations and the use of its press-wire news service, for educational purposes. The cost to the station need not exceed the cost of a carbon-copy paper roll--about \$10.00 a month. The arrangement is made with your local paper.

For stations which have no newscasts the above is recommended for consideration.

Where no such arrangement can be worked out (very doubtful), the culling technique is valuable. The IBS Programming Department will release a bulletin soon on suggested ways of doing this. If you can't wait for it, write to the Department.

QUESTION 6. Do you broadcast Campus News?

Yes - 94%
No - 3%
Unknown - 2%

Interpretation: The vast majority of stations are serving their campus with campus news, using the following techniques.

Station legmen - 51%
Culled from school paper - 37%
School organization representatives - 29%
Campus paper legmen - 26%

Additional methods:

Announcement box for students
School calendar
School daily bulletin
School organization news releases
Journalism department
School public relations office

Adequate coverage of campus news requires a genuine organization within the radio station. The above methods are being used, with what success we do not know. The station news department must be well integrated and on its toes if it hopes to really be first with the news. Note that most stations have learned to go after it with their own staff. Other methods are good supplements, but if anything much is to be experienced and learned about radio journalism it seems that the station must set up for it. As we learn more about this problem we shall release it.

QUESTION 7. Do you broadcast classical music?

Yes - 100% (!)

Interpretation: The comments here are with regard to (1) the size, (2) the source of the library material, and (3) musical terms reference books for pronunciation.

(1) Size of available classical library:

Range: 10 to 5000 selections
Average: 622 selections

(2) Sources of available library:

School music department - 66%
Station friends - 37%
Discounted from local dealers - 27%
Commercial arrangements with local dealers - 20%
Free from local dealers - 9%
Transcription services - 9%

Stations which are short in this kind of material might consider additional arrangements suggested above. Stations which are buying records at a discount from local dealers report discounts ranging from 10% to 25%. 20% seems common. For those with substantial budgets for music we include the following information about costs of transcription program services.

Associated Program Service

151 West 46th St.

New York 19, N.Y.

1800 selections; \$60 per month on a two-year contract

Capitol Transcriptions

Sunset and Vine

Hollywood 28, Cal.

1000 selections; \$600 per year on a 12-month contract

SESAC Transcription Library Service

475 Fifth Ave.

New York 17, N.Y.

1800 selections; \$30 per month on a two-year contract

Lang-Worth Feature Programs, Inc.

Steinway Hall

113 West 57th St.

New York 19, N.Y.

5500 selections; \$125 per month on a two-year contract

World Broadcasting System, Inc.

501 Madison Ave.

New York 22, N.Y.

4000 selections; \$120 per month on a three-year contract

Standard Radio Transcription Services, Inc.

360 N. Michigan Ave.

Chicago 1, Ill.

4000 selections; \$50 per month on a two-year contract

NBC Radio-Recording Division (NBC Thesaurus)

Merchandise Mart

Chicago 54, Ill.

3000 to 4000 selections; \$107.50 per month, length of contract not known

This list is fairly complete and the quotations are up to date. Most of them include filing cabinets, card indices, etc. The exact details of each service differ so much anyone interested would do well to write directly to the companies. The possibilities of member stations having one or more such services available on a loan basis thru IBS may be possible and is being investigated. The feasibility of handling the library, mailing, and coordinating problems needs very careful study.

(3) 40% of the stations report that they use no musical terms pronunciation reference book! This is one of the few startling facts in the report. The following list of references is offered:

Baker, Theodore, editor

Biographical Dictionary of Musicians; 4th edition revised and enlarged. 1940.

G. Schirmer, Inc., 3 East 43rd Street, New York 17. \$6.

Pronunciation of more difficult names is indicated. Key in prefatory pages.

Baker, Theodore, editor

Pronouncing pocket-manual of musical terms; revised and enlarged edition.
1947. G. Schirmer, Inc., 3 East 43rd Street, New York 17. \$.50.

Ewen, David, compiler

Composers of Yesterday. 1934. H. W. Wilson Company, 950-972 University Avenue, New York 52. Out-of-print but available in many libraries.
The pronunciation of foreign, unusual or difficult names is indicated in footnotes to the biographies. Key to pronunciations, Preface, p. xii.

Ewen, David, compiler

Living Musicians. 1940. H. W. Wilson Company, 950-972 University Avenue, New York 52. \$5.
Pronunciation of difficult names is shown at the bottom of the page.

Hughes, Rupert, compiler

Music Lovers' Encyclopedia; containing a pronouncing and defining dictionary of terms, instruments, etc....completely revised and newly edited by Deems Taylor. 1939. Garden City Publishing Company, 14 West 49th Street, New York 20. \$2.49.
Older editions have slightly different titles.

National Broadcasting Company, Inc.

NBC Handbook of pronunciation, compiled by James F. Bender... 1943. Thomas Y. Crowell Company, 432 Fourth Avenue, New York 16. \$3.50.

Scholes, Percy A.

Oxford Companion to Music; 7th edition revised. 1947. Oxford University Press, 114 Fifth Avenue, New York 11. \$15.
Pronouncing glossary includes names that appear in the body of the book.

Spaeth, Sigmund

At Home with Music. 1945. Doubleday and Company, Inc., Garden City, New York. \$3.95.
Glossary of common musical terms, p. 332-346.

Spaeth, Sigmund

The Common Sense of Music. School edition. Liveright Publishing Corporation, 386 Fourth Avenue, New York 16. \$2.
Glossary of musical terms included.

Thompson, Oscar, editor.

International Cyclopedia of Music and Musicians; 5th edition revised and enlarged under the editorial direction of Nicholas Slonimsky. Dodd, Mead & Co., 432 Fourth Avenue, New York 16. \$16.
Contains a section on pronunciation of names and titles.

If you know of others, send the titles to us so we may pass them on.

QUESTION 8. Do you broadcast light semi-classical (dinner type) music?

Yes - 89%
No - 11%

Size of available semiclassical library:

Range: 20 to 850 selections

Average: 172

Interpretation: Unless one has a transcription library, or access to a very large school music department library, this is the most difficult type of music library to build for the station. Some selections are subject to classical, semi-classical, and popular treatment and therefore one cannot always depend upon title alone. Orchestras like Morton Gould, Kostelanetz, Waring, Raymond Paige, usually perform this type of music. However, Victor and Columbia, among others, have string groups which also play this. A study of the record manufacturer's catalogue is a likely approach, but not a complete or easy one. Ideas on this matter are solicited.

Stations seem to follow, in general, the same arrangements in securing semiclassical music as they do for classical music. (See Interpretation of Question 7 above.)

QUESTION 9. Do you broadcast popular music?

Yes - 97%

No - 3%

Size of available library:

Range: 25 to 4000 selections

Average: 1073 selections

Sources of available library:

Free from record companies	- 66%
Station friends	- 51%
Discounted from local dealer	- 34%
Commercial arrangement with local dealer	- 29%
Free from local dealers	- 15%
Transcription services	- 15%

Discounts range from 10% to 40%.

Interpretation: The average station has over 50 hours of popular music available. Most of it is secured free from the following companies: Capitol, Columbia, Mercury, Victory, MGM, Signature, Dulux, London, Universal, Bullet. The addresses of all these companies are not available for inclusion here. Some stations have had better luck with some companies than others. Local distributor policy seems to be a factor. Capitol has been especially liberal, Columbia and Victor not so easy to deal with. It is suggested that contact be started with the regional distributor, thru the local dealer if possible.

QUESTION 10. Do you broadcast local live music?

Yes - 97%

No - 3%

Talent from student body	- 89%
" " faculty	- 26%
" " town	- 14%

Interpretation: The most popular types of local live music programming, in order, are: Instrumental groups, Vocal groups, Instrumental solo, Vocal solo. The kinds of instrumental and vocal groups and instrumental solos are endless. Piano solos are by far the most used, followed in order by Combos, Dance Bands, Glee Clubs, Quartets, Symphony Orchestras, and Choirs.

QUESTION 11. Do you broadcast commercially pressed transcribed shows?

Yes - 94%
No - 6%

Interpretation: A list of 26 different shows were reported by the stations as being used last year. Leading the list, in order, were:

Navy Band
Eddy Duchin Show
Guest Star
Here's to Veterans
Great Scenes from Great Plays
Red Cross
Proudly We Hail
Voice of the Army
Mutual Life Public Health
Adventures in Research

The IBS Programming Department is now investigating the available shows for this year. A report on this is forthcoming.

QUESTION 12. Do you program original dramatic shows?

Yes - 89%
No - 11%

Number broadcast 1948-1949:

Range: 1 to 48 shows
Average: 17 shows

Interpretation: Securing original, usable, nonroyalty dramatic material is not easy. Many stations indicate that the available script services are largely unusable for various reasons. 19 stations indicated that they could send scripts to an IBS Library. If they send all they promised we will have 138 scripts available to IBS members. All stations are urged strongly to send these scripts to the IBS Program Manager at once. A beginning has already been made toward formulating a library service and a catalogue of scripts. The scripts and catalogue will be made available before Christmas, the exact time depending upon the willingness of member stations to give as well as receive! The catalogue will include (1) details of the loan service, (2) loan forms, (3) short descriptions of the shows and their casting. Meanwhile for stations who are not acquainted with it we call attention to Koslenko's 100 Non-Royalty Radio Plays which contains a number of good scripts. All stations with copies of dramatic scripts, please note the address of the IBS Programming Manager at the beginning of this report and use it! A complete set of copies necessary for production (cast copies plus three) is preferable, but one will be welcome in the library and to your fellow thespians.

QUESTION 13. Do you program purchased dramatic shows?

Yes - 17%
No - 83%

Number broadcast 1948-1949:

Range: 2 to 30
Average: 13

Sources used:

Players Ink, Boston, Mass.
Radio Writer's Laboratory, Lancaster, Pa.
Hollywood Script Service, Hollywood, Cal.
Radio Script Service, Lancaster, Pa.
Hollywood Radio Publishers, Inc., Hollywood, Cal.
J. Weston Walch, Portland, Maine

Interpretation: They cost money. See Question 12 Interpretation for solution!

QUESTION 14. Have you exchanged programs with other stations?

Yes - 31%
No - 69%

Interpretation: The tabulator reports "this question does not seem to have been understood by the stations very well. They didn't differentiate between commercial stations and carrier stations as they should have." It is his feeling that the results are not accurate. To which the Program Manager, who made out the questionnaire, adds that he did not ask the question clearly enough. It is briefly noted that some stations exchange with other campus stations and with commercial stations.

QUESTION 15. Does your station broadcast during final examinations?

Yes - 29%
No - 71%

Interpretation: Of the stations which do broadcast at this time, 70% go on a special schedule. It is sometimes argued here, as it is elsewhere, that listening interferes with studying. Special programming of uninterrupted music during final examinations is easy on the staff and may be worth considering in the light of a study which was made two years ago at WMNC with some 700 students. In comparing the grade averages of (1) non-listeners-while-studying with those of (2) music-listeners-while-studying, no difference in grades whatsoever was shown. Note, however, this applies only to non-vocal, quiet, classical type music.

QUESTION 16. In what ways could the IBS Programming Department serve you?

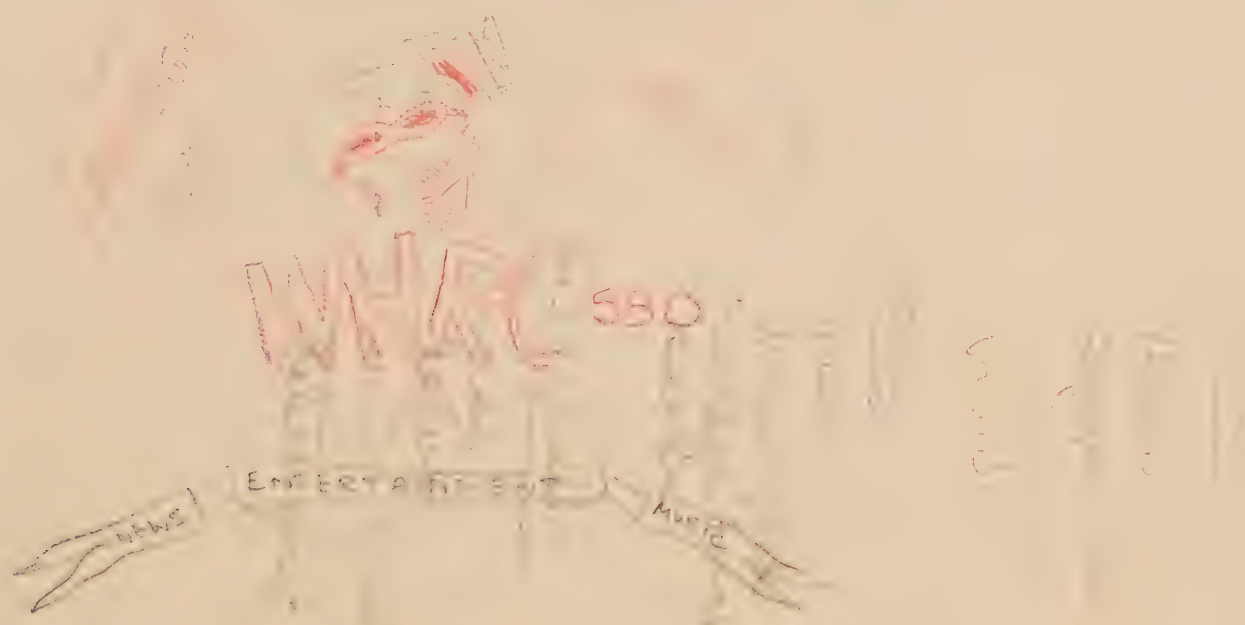
Idea Source	- 90%
Program source material	- 78%
General information and advisory source	- 75%
Problem solver	- 34%

Interpretation: It is hoped that this report and others to follow will be of service in the ways requested above, in addition to the other specific ways in which stations stated their needs.

WHRC

WHRC

invites everyone to
visit its studios on
the third floor of Union



V.A.R.: Right you are!.. The telling step, as far as ability to do a job is concerned, is vocational rehabilitation. As you know, the Congress has provided this service for all those disabled veterans who need it to overcome their service-incurred handicaps. In such cases, the VA starts by helping each man decide on the trade or profession in which he's most likely to succeed...

ANN.: I don't think enough emphasis has been put in that phase of your work... Personally I think it's one of the most important...

V.A.R.: I'll go along with you... Especially when you're dealing with a handicapped person, it's very important to determine what he can and what he cannot hope to do as well as everyone else.

ANN.: And once the veteran has made his choice, you give him whatever education or training he may need?

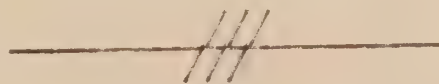
V.A.R.: That's right. He can train, up to four years, until he's ready to get along on his own. In extraordinary cases, the time limit may be extended.

ANN.: And I'm sure that if I asked you for examples of what veterans have done with this type of training, you could give us hundreds of true success stories...

WHRC -- FINAL PROGRAM SCHEDULE

SPRING DAY, MAY 5, 1951

TIME	PRODUCTION & PRODUCER	ENGINEER	ORIGIN	TYPE
9:59	SIGNON		H	SB
10:00	Welcome to Haverford & Music		R-C	DI,R
10:15	"Haverford Looks Ahead" (White)		H-Rob.	DI
10:50	Freshman English Program (Booth)		H-Rob.	DI
11:40	"Why Study Russian?" (DeGraaff)		H-Rob.	DI
12:30	Luncheon Music		H	R
1:00	Glee Club Concert Rebroadcast		H-Tape	LT-R
3:00	Student Composition Concert		H-M.R.	LT
4:00	Popular Music & Interviews		R	DJ
5:00	SIGNOFF		R	SB



ALL GUESTS ARE CORDIALLY INVITED TO VISIT THE STUDIOS OF WHRC,
ATOP THE UNION BUILDING AT ANY TIME DURING THE DAY.

(4:15)

ANN: From Letters To The Editor. . . Questions from veterans and their families. . . Answers from the Veterans News Commentator. . . And now, we've opened the mail sack, and here we are with our first question. It was sent in by a veteran who wants some information about the cut-off date for GI Bill education. He says he wants to take a GI Bill course in accounting. "But," he goes on, "the only one available doesn't start until the Fall of 1951. Can I enroll," he asks, "even though the July 25th cut-off date... which applies to me... will have passed?"

COMM: No. As the veteran himself points out, the cut-off date applies to him. Therefore, he must actually be enrolled in a GI Bill course by the July 25th cut-off date. That is, except for interruptions caused by reasons that are beyond his control. Let me repeat: After July 25th has passed, this veteran may not enroll for the first time.

ANN: Here's another question on the same subject, but from a different angle. This veteran writes: "I heard someone say over the radio a while back, that the final day for starting training under the GI Bill is... for most veterans... July 25, 1951. Does that mean that some of us former servicemen will be okay for GI bill training after July of this summer? I mean, to start it."

WHRC Program

MONDAY

- 7:00 Welcome Dialer
- 7:15 Ain't Misbehavin'
- 7:30 Classical Hour
- 8:55 News
- 9:00 Music with Maxine
- 9:30 Whittaker & Elliot
- 10:00 Philips & Sharp
- 10:30 580 Club
- 11:00 News
- 11:05 580 Club
- 11:30 Music for Reminiscing

TUESDAY

- 7:00 Haverford Sports Parade
- 7:15 Gal Paris
- 7:30 Classical Hour
- 8:55 News
- 9:00 Cameron & Robertson
- 9:30 Musical Variety Show
- 9:45 Coffee at the Coop
- 10:00 Somerndike and Tomec
- 10:30 Gilbert & Sullivan
- 11:00 News
- 11:05 After Hours

WEDNESDAY

- 7:00 Welcome Dialer
- 7:15 Navy Band
- 7:30 Classical Hour
- 8:55 News
- 9:00 Larry Morris Show
- 9:30 Dramatic Interlude

- 10:30 Club 33
- 11:00 News
- 11:05 Club 33
- 11:30 53 Special

THURSDAY

- 7:00 Haverford Sports Parade
- 7:15 Show Time
- 7:45 Classical Hour
- 8:55 News
- 9:00 This 'n That
- 9:30 The Porters' Show
- 10:00 Shine Hour
- 11:00 News
- 11:05 Eleventh Hour Stuff

FRIDAY

- 7:00 Welcome Dialer
- 7:15 Grant's Grabbag
- 7:30 Classical Hour
- 8:55 News
- 9:00 Variations on a Theme
- 10:00 Dance Date
- 11:00 News
- 11:05 Dance Date

SUNDAY

- 4:30 to 10:00 Music—both Classical and Popular

Haverford in 4:43.8. Second was the Fords' John Bell with Joe Shaw of Ursinus placing third.

In the 440 Haverford's Dave Denman came through in 53.4, trailed by Roy Foster of Ursinus and Dick Kirk, Haverford, in that order. The Fords took second and third behind Binder in the 100 as Burt Saidel and Eli Halpern place. The winning time was slow 10:2. In the 120 high hurdles Guy Murdoch of Haverford nipped teammate Arnie Jones in 17 flat as Bill Turner of the Bears was third.

Haverford Sweep

The Fords swept the 880 with Andy Briod, Gouv Cadwallader, and Bill Wood finishing one, two, and three respectively. Briod's time was 2:05.1. Behind Binder in the 220 were Haverford's Kirk and Saidel as the speedy Bear was clocked at 23.5 seconds. Haverford picked up six more points in the two mile run as Tom Pipes won and Bud Walker was third. First and second places went to the home team in the 220 low hurdles with Eli Halpern nosing out Johnny Woll. Haverford's John Doane won the first of his two victories in

both (H). Height—5 ft., 6 inches.

Javelin — 1. Don Sumpstobe (U); 2. Roger Sorg (H); 3. Bob Swett (U). Distance—178 ft., 11½ inches.

Pole Vault — 1. John Hume (H); 2. Bill Turner (U); 3. Randy Dewitt (U). Height—12 ft.

Discus — 1. John Doane (H); 2. Bob Swett (U); 3. Fred Strohl (H). Distance—139 ft., 2 inches.

Broad Jump — 1. John Hume (H); 2. Arnold Jones (H); 3. Phil Vance (H). Distance—22 ft., 6¾ inches.

This Friday and Saturday, the Ford 1-Mile relay team will make their annual appearance at the Penn Relays, held at Franklin Field. Last year's team will long be remembered for their sparkling race against Swarthmore, missing first place in the Middle Atlantic States 1-Mile Championships on Friday, only to beat the same Garnet team on Saturday.



WHRC * FINAL PROGRAM SCHEDULE
2/12/51

SUNDAY

2:00	H	Opera Time	Anderson
4:30	H	Sunday Concert	Forster
6:15	H	" "	
8:30	H	" "	Hankamer
11:00	H	Orchestras of the World	-----
12:00	H	Signoff	Hankamer

MONDAY

2:00	H-FM	WFLN Programs	
5:00	H	French ET	
5:30	H-FM	WFLN Programs	
6:00	H	Dinner Concert	Anderson
7:00	R	Swing Shift	Brewer
7:30	C	Campus News	Burton
7:45	H	Parv Sharpless	Piotrow
8:00	C	N.Y. Times News	Singh
8:05	H	Great Music	Guttmacher
10:00	R	This'n'that	Rog Jones
10:30	R	Scotty Anderson Show	Anderson
11:00	C	N.Y. Times News	Isay
11:05	R	Late Freight	Nelson
12:00	R	Signoff	Nelson

TUESDAY

2:00	H-FM	WFLN programs	
5:00	H	French ET LECTURE SERIES	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Musical Variety Show	Hollmann
7:30	R	Junior Class Program	
7:45	H	Classical Piano	Piotrow
8:00	C	N.Y. Times News	Singh
8:05	H	Great Music	Gardner
10:00	H	Lecture or Dramatic	
10:30	R	Shovel Show	Morrison
11:00	C	N. Y. Times News	Gardner
11:05	R	After Hours	Allison & Briod
12:00	R	Signoff	" or "

WEDNESDAY

2:00	H-FM	WFLN Programs	
4:00	H	Gilbert & Sullivan Interlude	Grant
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Porter Perham Show	Perham
7:30	C	Sports Parade	Burton
7:45	H	Meet the Faculty	Singh
8:00	C	N.Y. Times News	Piotrow
8:05	H	Great Music	Morrison
10:00	H	Something Different	Hardy
10:30	R	Tim Bell Show	Bell
11:00	C	N.Y. Times News	Isay
11:05	R	Somerndike & Hitchcock	Som. & Hitch.
12:00	R	Signoff	Somerndike

THURSDAY

2:00	H-FM	WFLN Programs	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Welcome Dialer	Hudson
7:30	H	Tom McNutt (tape)	McNutt
7:45	H	Pete Cummins	Piotrow
8:00	C	N.Y. Times News	
8:05	H	Great Music	Hudson
10:00	R	Show Time	Morrison
10:30	R	Musical Showcase $\frac{1}{2}$	Helweg
11:00	C	N.Y. Times News	
11:05	R	Mick Miller	Miller
11:30	R	Sweet & Swing	Good
12:00	R	Signoff	Good

FRIDAY

2:00	H-FM	WFLN	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Basin Street Parade	Tomec
7:30	C	Sports Parade	Burton
7:45	R	Junior Class ? Show	
8:00	C	N.Y. Times News	
8:05	H	Great Music	Meads, Gatch
10:00	H	Dance Date	Hummel & Warrum
11:00	C	N.Y. Times News	Isay
11:05	H	Dance Date (Part II)	Hummel & Warrum
12:00	R	Dancing in the Dark	Fascione
1:00	R	Signoff	Fascione

MONDAY

- 6:00 - DINNER MUSIC (DOWNING)
- 7:00 - Sports PARADE
- 7:15 - News Summary (P)
- 7:30 - LEE HUMMEL + TAD BREWER *
- 8:00 - NEWS (PIOTROW)
- 8:05 - C.H. (Guttmacher)
- 9:00 - ROGER JONES. (This n' That)
- 10:30 - DAVE DENMAN, & Co.
- 11:00 - NEWS (ISAY)
- 11:05 - KEN NELSON

10:00
11:00

GRANT
HAMILAND
HUMMEL
FASCIONE

10:00
11:00

TUESDAY

- 6:00 - DINNER MUSIC (JIM GOLDSTEIN)
- 7:00 - JONI GUTTMACHER + BILL TOWNSEND (?)
- 7:15 - SAMMY KAYE SHOW ET
- 7:30 - MUSICAL VARIETY SHOW (BRUCE HOLLMAN)
- 8:00 - NEWS (SINGH)
- 8:05 - C.H.
- 9:00 - G. + S. INTERLUDE (GRANT)
- 10:00 - NEWS (GARDNER)
- 11:05 - AFTER HOURS (Zerfer + Co.)

16 L. ? WABF program.

WEDNESDAY

- 6:00 - DINNER MUSIC (DOWNING)
- 7:00 - Sports Review
- 7:15 - MEET THE FAMILY
- 7:30 - HUDSON + McCARN
- 8:00 - NEWS (PIOTROW)
- 8:05 - C.H.
- 10:00 - SOMETHING DIFFERENT * (BRUCE GROVE)
- 10:30 - LARRY MORRIS
- 11:00 - NEWS (ISAY)
- 11:05 - STAN DENNISON

THURSDAY

- 6:00 - DINNER MUSIC (JIM GOLDSTEIN)
- 7:00 - PETE CUMMINS (BRUCE GROVE)
- 7:15 - ~~YANKEE NEWS~~ ET
- 7:30 - HELWEG, BURGE, HOLLINGSHEAD
- 8:00 - NEWS (SINGH)
- 8:05 - C.H.
- 10:00 - CLUB 33 (MOOSE AMUSSEN)
- 11:00 - NEWS (BRUCE GROVE)
- 11:05 - MICK MILLER + MCGARRITY
- 11:30 - ROGER GOOD

FRIDAY

- 6:00 - DINNER MUSIC (DOWNING) < 6:45 - SPORTS REVIEW (OSLER + RUTH)
- 7:00 - {Fr. Classical Music}
- 7:15 - {Fr. Classical Music}
- 7:30 - Downing + Tomec
- 8:00 - News (Pomroy)
- 8:05 - C.H.
- 10:00 - Dance Date (John Somerville, Hitchcock)
- 12:00 - Dan Fascione
- 1:00 - Signoff

SATURDAYS

dance programs alternated.

SUNDAYS

- 4:30 - Classical Concert
- 8:00 - News (Dewees) *
- 8:05 - C.H.
- 11:00 - News (Shankes)
- 11:05 - Signoff

TENTATIVE PROGRAM SCHEDULE
1st Semester, 1950-51

*Old
Schedule*

MON.		STUDIO	ENGINEER
6:00	Dinner Concert (Downing)	H	Grant
7:00	Sports Parade (Ruth & Osler)	R	Ricketts
7:15	News In Review (Arthur)	H	Ricketts
7:30	Swing Shift (Hummel & Brewer)	R	Ricketts
8:00	N.Y. Times News (Piotrow)	C	Hummel
8:05	Classical Hour (Guttmacher)	H	Hummel
10:00	This & That (Jones)	R	Fascione
10:30	Music Box (Denman & Harris)	R	Fascione
11:00	N.Y. Times News (Isay)	C	Fascione
11:05	Late Freight (Nelson)	R	Fascione
12:00	Sign Off		

Tues.			
6:00	Dinner Concert (Goldstein)	H	Grant
7:00	Classical Piano (Guttmacher, Townsend)	H	Hummel
7:15	Sammy Kaye Show (Navy ET)	H	Hummel
7:30	Musical Variety Show (Hollmann)	R	Hummel
8:00	N.Y. Times News (Singh)	C	Craig
8:05	Classical Hour (Gardner)	H	Craig
10:00	Gai Paris		Elliot
10:30	Gilbert & Sullivan Interlude (Grant)	R	Elliot
11:00	N.Y. Times News (Gardner)	C	Elliot
11:05	After Hours (Zerrer, & Co.)	R	Elliot
12:00	Signoff		

Wed.			
6:00	Dinner Concert (Downing)	H	Grant
7:00	Sports Parade (Ruth & Osler)	R	Kindig
7:15	Meet the Faculty	H	Kindig
7:30	Welcome Dialer (Hudson & McCarn)	R	Kindig
8:00	N.Y. Times News (Piotrow)	C	Hardy
8:05	Classical Hour (Morrison)	H	Hardy
10:00	Something Different (Hardy)	H	Somerndike
10:30	Larry Morris Show	R	Somerndike
11:00	N.Y. Times News (Isay)	C	Somerndike
11:05	Stan Dennison	R	Somerndike
12:00	Signoff		

Thurs.			
6:00	Dinner Concert (Goldstein)	H	Grant
7:00	Pete Gurnins at the Piano	R	Smith
7:30	Here's to Vets (VA ET)	H	Smith
7:00	Musical Showcase (Burge, Melinweg)	RH	Smith
8:00	N.Y. Times News (Singh)	C	Hardy
8:05	Classical Hour (Hudson)	H	Hardy
10:00	Club 33 (Don Amussen)	R	Haviland
11:00	N.Y. Times News (Grove)	C	Haviland
11:05	Miller & McGarrity	R	Haviland
11:30	Sweet & Swing (Roger Good)	R	Haviland
12:00	Signoff		

TENTATIVE PROGRAM SCHEDULE (cont.)

FRI.		STUDIO	ENGINEER
→ 6:00	Dinner Concert (Downing)	H	Grant
7:00	Masterworks from France (ET)	H	6:45 - Sports ← Nelson
7:30	53 Express (Downing, Tomec)	R	Nelson
8:00	N.Y. Times News (Piotrow)	C	Curtis
8:05	Classical Hour (Meads, Gatch)	H	Curtis
10:00	Dance Date (Somernlike)	R	Grant
11:00	N.Y. Times News (Isay)	C	Grant
11:05	Dance Date, Part II	R	Grant
12:00	Dancing in the Dark (Fascione)	R	Somernlike
1:00	Signoff		

SAT.			
11:00	Dance Date) after major dances	R	Anderson
3:00	signoff) only		

SUN.		
4:30	Sunday Concert	H
11:00	Signoff	

Handwritten:
 Haulander
 Foster
 Foster
 City
 Summary

— / —

1240

TENTATIVE PROGRAM SCHEDULE
1st Semester, 1950-51

TIME	PRODUCTION and PRODUCER	ORIGIN	ENGINEER
<u>MONDAY</u>			
6:00	Dinner Concert (Grove)	H	Grant
* 7:00	Sports Parade (Ruth & Osler)	R	Hellweg
7:15	TREASURY BANDSTAND	H	HELLWEG
7:30	Swing Shift (Hummel & Brewer)	R	HELLWEG
8:00	N.Y. Times News (Piotrow)	C	Hummel
8:05	Classical Hour (Guttmacher)	H	Hummel
10:00	This and That (Jones)	R	Fascione
* 10:30	Music Box (Denman, Harris, etc.)	R	Fascione
11:00	N.Y. Times News (Isay)	C	Fascione
11:05	Late Freight (Nelson)	R	Fascione
12:00	Signoff	R	Fascione
<u>TUESDAY</u>			
6:00	Dinner Concert (Brown)	H	Grant
7:00	Classical Piano (Guttmacher, Townsend)	H	Hummel
7:15	Sammy Kaye Show (Navy ET)	H	Hummel
7:30	Musical Variety Show (Hollmann)	R	Hummel
8:00	New York Times News (Singh)	C	Craig
8:05	Classical Hour (Gardner)	H	Craig
10:00	Gai Paris Music Hall (ET)	H	Elliot
10:30	Gilbert & Sullivan Interlude (Grant)	R	Elliot
11:00	N.Y. Times News (Gardner)	C	Elliot
11:05	After Hours (Zerrer, & Co.)	R	Elliot
12:00	Signoff	R	Elliot
<u>WEDNESDAY</u>			
6:00	Dinner Concert (Grove)	H	Grant
* 7:00	Sports Parade (Ruth & Celer)	R	Kindig
7:15	Meet the Faculty	H	Kindig
7:30	Welcome Dialer (Hudson & McGarn)	R	McGarn
8:00	N.Y. Times News (Piotrow)	C	Hardy
8:05	Classical Hour (Morrison)	H	Hardy
10:00	Something Different (Hardy)	H	Somerndike
10:30	Larry Morris Show	R	Somerndike
11:00	N.Y. Times News (Isay)	C	Somerndike
11:05	Stan Dennison	R	Somerndike
12:00	Signoff	R	Somerndike
<u>THURSDAY</u>			
6:00	Dinner Concert (Brown)	H	Grant
7:00	Musical Showcase (Burge, Hellweg, etc.)	R	Craig
7:30	Here's to Vets (VA ET)	H	Craig
* 7:45	Pete Cimini at the Piano	H	Hardy
8:00	N.Y. Times News (Singh)	C	Hardy
8:05	Classical Hour (Hudson)	H	Hardy
10:00	Club 33 (Don Amussen)	R	Haviland
11:00	N.Y. Times News (Grove)	C	Ricketts
11:05	Miller & McGarrity	R	Ricketts
11:30	Sweet & Swing (Roger Good)	R	Ricketts
12:00	Signoff	R	Ricketts

TENTATIVE PROGRAM SCHEDULE (cont.)

TIME	PRODUCTION and PRODUCER	ORIGIN	ENGINEER
FRIDAY			
6:00	Dinner Concert (Grove)	H	Grant
6:45	Sports Parade (Ruth & Osler)	H	Nelson
7:00	Masterworks from France (ET)	H	Nelson
7:30	Basin Street Parade (Leger, Tomec)	R	Nelson
8:00	N.Y. Times News (Piotrow)	C	Curtis
8:05	Classical Hour (Heads, Gatch)	H	Curtis
10:00	Dance Date (Somerndike)	R	Grant
11:00	N.Y. Times News (Isay)	C	Grant
11:05	Dance Date, Part II	R	Grant
12:00	Dancing in the Dark (Fascione)	R	Somerndike
1:00	Signoff	R	Somerndike
SATURDAY			
11:00	Dance Date	R	Anderson
3:00	Signoff	R	Anderson
		} <u>after major dances only</u>	
SUNDAY			
4:30	Sunday Concert (Hankamer)	H	Craig
6:15	Sunday Concert (Forster)	H	Downing
8:30	Sunday Concert (Euster)	H	
11:00	Signoff	H	



SYMBOLS - *- Sponsored (See commercial box in St. 2)
 (ET) - Electrical Transcription

9-11

WHRC - FINAL PROGRAM SCHEDULE
EFFECTIVE 2/12/51

SUNDAY

2:00	H	Opera Time	Anderson
4:30	H	Sunday Concert	Forster
6:15	H	" " (Cont.)	
8:30	H	" " (Cont.)	Hankamer
11:00	H	Orchestras of the World ET	-----
12:00	H	Signoff	Hankamer

MONDAY

2:00	H-FM	WFLN	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Swing Shift	Brewer
7:30	C	Campus News	Burton
7:45	H	Parv Sharpless	Piotrow
8:00	C	New York Times News	Singh
8:05	H	Great Music	Guttmacher
10:00	R	This 'n' That	Jones
10:30	R	Scotty Anderson Show	Anderson
11:00	C	N.Y. Times News	Isay
11:05	R	Late Freight	Nelson
12:00	R	Signoff	Nelson

TUESDAY

2:00	H-FM	WFLN	
5:00	H	Lecture Series	
6:00	H	Dinner Concert	Anderson
7:00	R	Musical Variety Show	Hollmann
7:30	R	Junior Class Program	
8:00	C	N.Y. Times News	
7:45	H	Classical Piano	Piotrow
8:00	C	N.Y. Times News	Singh
8:05	H	Great Music	Gardner
10:00	H	Lecture of Dramatics	
10:30	R	Shovel Show	Morrison
11:00	C	N.Y. Times News	Gardner
11:05	R	After Hours	Allison &
12:00	R	Signoff	Briod

WEDNESDAY

2:00	H-FM	WFLN Programs	
4:00	H	Gilbert & Sullivan Interlude	Grant
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Porter Perham Show	Perham
7:30	C	Sports Parade	Burton
7:45	H	Meet the Faculty	Singh
8:00	C	N.Y. Times News	Piotrow
8:05	H	Great Music	Morrison
10:00	H	Something Different	Hardy
10:30	R	Tim Bell Show	Bell
11:00	C	N.Y. Times News	Isay
11:05	R	Somerndike & Hitchcock	Som. & Hitch.
12:00	R	Signoff	Somerndike

THURSDAY

2:00	H-FM	WFLN Programs	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Welcome Dialer	Hudson
7:30	H	Tom McNutt (tape)	McNutt
7:45	H	Pete Cummins	Piotrow
8:00	C	N.Y. Times News	
8:05	H	Great Music	Hudson
10:00	R	Show Time	Morrison
10:30	R	Musical Showcase ¹ / ₂	Helweg
11:00	C	N.Y. Times News	
11:05	R	Mick Miller	Miller
11:30	R	Sweet & Swing	Good
12:00	R	Signoff	Good

FRIDAY

2:00	H-FM	WFLN	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Basin Street Parade	Tomec
7:30	C	Sports Parade	Burton
7:45	R	Junior Class ? Show	
8:00	C	N.Y. Times News	
8:05	H	Great Music	Meads, Gatch
10:00	H	Dance Date	Hummel & Warrum
11:00	C	N.Y. Times News	Isay
11:05	H	Dance Date (Part II)	Hummel & Warrum
12:00	R	Dancing in the Dark	Fascione
1:00	R	Signoff	Fascione

RADIO PROGRAMMING IN COLLEGES AND UNIVERSITIES

Rec'd
WMC
9/49

The survey, herein reported, was national in scope. In order to collect the data an Information Blank was used. It was constructed after an examination of many sources of information relative to program production and radio programming. This information was supplemented by interviews with educational radio specialists, with college and university administrators, and with radio administrators in both the educational and the commercial fields of radio.

Development of Radio Broadcasting Activities

The first consideration of this survey dealt with the development of radio broadcasting activities in educational institutions. As was reported in Chapter II, the development of radio broadcasting activities in educational institutions, is, in part, the history or development of licensed educational stations in the United States. Little has been written about the use made of radio programming by educational institutions which do not own and operate radio stations but which use commercial station outlets for their radio programming.

Leadership in the use of the medium of radio for educational purposes often came from the so-called small colleges and universities. Some of the so-called "leading" institutions which have demonstrated their ability to lead in other educational fields have not lead in the development of radio for educational purposes. Such institutions with their money and creative resources could have assured greater success of educational broadcasting ventures.

The early radio broadcasting ventures were the result of the interests and labors, in most cases, of physics and engineering departments. The major interests of these departments, however, seemed to be in the matter of technical experimentation. It had only minor concern for the actual programs broadcast.

In a number of instances student groups were responsible for the start of broadcasting activities. In several instances, those student groups have maintained a major interest up to the present time and the organizations which they formed are still in existence.

The history of educational broadcasting reveals the existence of a major flurry of interest in this field during the decade between 1920-1930. Educational administrators

hastened to climb aboard the radio bandwagon. The result was the issuance of a number of radio licenses to educational institutions. However, within a few years, many of these, for reasons of disinterest, lack of funds, or the tiring job of filling the airways with programs each day, soon were allowed to lapse.

Between 1922 and 1941 licenses to broadcast were issued to 124 American universities and colleges, professional and technical schools, teachers colleges, and junior colleges. Since that time and to the present date several more institutions have received licenses to broadcast. The failure to carry on successful broadcasting activities is noted in the fact that at present there are only thirty-four AM stations owned and operated by colleges and universities that are operating.

But this story of the decreasing numbers of educationally owned and operated AM stations does not reveal the whole story of the use of radio as an educational medium. Since the advent of FM broadcasting a number of educational institutions have begun operation of FM stations. Approximately one-half of the sixty-eight FM stations now assuming places in the special eighty-eight to ninety-two megacycle band, reserved for education, are assigned to colleges and universities. In addition, a number of colleges and universities are operating wired-wireless radio stations. Many others are availing themselves of the facilities of commercial AM, FM, and TV stations as outlets for broadcast of educational programs. For many of the latter colleges and universities, radio programming activities have been initiated in the years following World War II.

Two hundred fifty schools supplied information for this survey with respect to the year in which their institutions had begun radio programming activities. Three colleges and universities reported programming prior to 1920. Except for the five year period between 1925 and 1929 there has been an increase, in each five-year period since 1915, in the number of colleges and universities which have entered into radio programming activities. The greatest increase has come during the years 1945 through 1948. In those four years 106 colleges and universities of the 250 reporting have begun the broadcast of radio programs.

In the total picture of radio programming activities it was the speech department of the educational institution which lead in assuming the responsibility for the initiation of radio programming in their colleges and universities. Of the 266 reporting institutions the

speech departments took the initiative in seventy-six of the cases. The public relations department and the chief administrator of the institution were among the other leaders. These three agencies accounted for more than fifty per cent of those initiating radio programming activities.

The survey revealed no particular trend in any five-year period as to the department or group active dominantly in the initiation of programming as had been the case with physics and engineering in the early period of broadcasting history.

Four types of programs dominated the program schedule during the first year of an institution's broadcasting effort. These four types of programs were: (1) live music; (2) talks; (3) drama; and (4) forum and discussion. Together they constituted 64.7 per cent of the replies of 246 institutions reporting on the types of programs which they broadcast during the first year of operation.

Facilities Used as Radio Program Outlets

The 280 reporting colleges and universities were using 980 outlets for their radio programming activities. In addition to the 980 outlets reported, five institutions were using a nation-wide network, four were using state-wide networks, and three were using regional network facilities.

Eighty-seven colleges and universities were carrying programs over their own educationally owned and operated facilities. These institutionally owned and operated facilities included 31 AM stations, 18 FM stations, 45 wired-wireless outlets, four commercial AM outlets and three commercial FM outlets.

Two hundred twenty-six institutions were using commercial station outlets for their radio programs. Fifteen colleges and universities used the TV facilities of commercial stations.

One hundred forty-two colleges and universities originated programs from studio facilities located on their respective campuses. Line charges in connection with carrying these remote programs in sixty-eight instances were paid by the commercial stations. In sixty-six cases the costs were paid by the college or university and in eight cases costs were shared by the commercial station and the educational institution.

Types of Programs Broadcast

Sixteen types of radio programs dominated the broadcasting schedules of the 230 institutions which supplied information for this survey. Popular music, classical music, and news programs accounted for the greatest amount of time on the air. Two hundred twenty-nine institutions reported on the specific types of programs which they broadcast and the amount of time allotted to each. The range of time on the air as reported by these 229 institutions was from fifteen-minutes to a high of 127 hours per week for an average of 45.3 quarter hours per week. These 229 institutions reported an overall total of 10,370 quarter hours of broadcast time on the air.

In terms of the number of institutions using the type of programs reported, classical music, drama, forums, news broadcasts, and popular music ranked in the order given.

Twenty-six institutions were broadcasting to classrooms and classes below college level. Only four institutions were offering classroom instruction by radio for college credits. Nineteen colleges and universities were broadcasting programs for instruction but without credit. The four institutions which reported offering classroom instruction by radio for college credit were making available a total of nineteen semester hours of classroom work. Courses were offered in the fields of music, English, sociology, and business law.

Purposes of Radio Programs

Two hundred forty-nine institutions reported on the purposes which determine the types of programs which they broadcast. Public service and culture was the purpose most frequently indicated by those supplying information. One hundred ninety colleges and universities indicated this purpose as the chief motivation for their radio programs. Other purposes ranked in the order in which they were reported were: entertainment; promotion (gain good will for the institution); and commercial (primarily to produce income).

Source of Continuity

Two hundred forty-nine colleges and universities supplied information concerning the source of the continuity used in their radio programming. Thirty-two institutions employed a full-time continuity staff member and assistants to provide the necessary continuity. In the majority of cases,

however, the individuals or departments responsible for the broadcast were charged with the responsibility of writing the continuity for the programs.

In two instances scripts prepared by the extension departments were used as a script service source for every radio station in the state. These scripts were prepared for the benefit of county agents who might wish to use them on agricultural broadcasts.

Press-Wire News Services

Only thirty-six colleges and universities, of the 240 reporting, subscribed to press-wire services. Nine institutions reported that press-wire services were made available by some department of the college or university other than the department immediately responsible for the radio program.

Transcription Services

Transcription library services were subscribed to by thirty-four of the 237 colleges and universities supplying data on this item. Fifty-three institutions used the transcription releases of governmental, private, or transcription exchange agencies.

Script Exchange

Only fifteen colleges and universities, six per cent of the total reporting on this item, indicated that they conducted a script exchange service. Thirty-four colleges and universities indicated that they were using scripts from other colleges and universities with written permission of the authors and with credits given the authors of the scripts. Two institutions subscribe to a commercial script service in connection with their programming activities.

Programming in Adult Education

Eighty-seven colleges and universities reported on their radio programming in the area of adult education. There is a marked diversity of administrative practice with respect to the division, department, school, or agency of the institution responsible for the programming in this area. In nineteen cases reported, the extension division assumed responsibility for the radio programs in this area. In fourteen instances the speech department assumed this responsibility. Besides these two agencies, nineteen other agencies were named by the eighty-seven institutions reporting.

In the matter of the responsibility for the actual preparation for the programs to be broadcast, the radio committee of the school, director of radio, public relations department, and the department responsible for the broadcast were the groups named most frequently by reporting institutions.

A total of 578 quarter-hours of broadcast time were devoted each week by these eighty-seven institutions to adult education programs. The type of programs broadcast fell into fifteen different classifications with music programs, religious education, and women's programs, among the leaders.

Administrative Responsibility for Radio Programming Activities

There were 242 colleges and universities reporting with respect to the placement of the administrative responsibility for radio programming activities. The radio committee of the institution, the radio program director and program staff, the speech department, and the public relations department were the groups which accounted for more than one-half of the total reported. The institutional agency responsible for the radio programming activities was reported most frequently as assuming responsibility for the selection of the programs to be broadcast. Criteria of selection was not given. In twenty-three instances, the programs on the air were a matter of using available talent. In only one instance did a program result from volunteered service.

In 46 institutions the matter of making program changes was left to the decision of the radio program advisory committee. In 26 cases of the 178 reported, the decision of program change was left to the program director. In only 4 instances were program changes based on audience research.

Income Used for Radio Programming Purposes

Ninety-two colleges and universities reported a total budget allotment of \$1,027,222 devoted to radio programming purposes. The largest single amount reported by any institution was \$86,629. The low figure reported was \$15.

Source of Income

The 92 colleges and universities which reported the amounts of budget allotment indicated their income source. Seventy-six others reported sources of their

income but did not indicate the amount. Fifteen different sources accounted for the income used to meet programming expenses. Income in the amount of \$595,706, more than half of the total reported, came from administrative budget appropriations. Federal and state appropriation accounted for slightly more than 25 per cent of the \$1,027,222 total reported.

Personnel Devoting Time to Programming

There was a total of 2,779 persons devoting time to radio programming activities. As reported by 205 colleges and universities almost 80 per cent of this total were faculty and/or staff members unpaid for the services which they rendered in connection with radio programming activities. Fifty institutions using the services of eighty-eight faculty members reduced the class load of the faculty members concerned.

RECOMMENDATIONS

The organization and administration of radio programming has become an important activity in many four-year colleges and universities. More and more, administrators are faced with the problem of what to do with so widely a recognized medium of mass communication as radio has proved to be. Through radio facilities a college or university can extend its campus as far as the broadcasting area of a radio station outlet. That broadcast area may be local, regional, state-wide, or even nation-wide in those instances in which the facilities of a network are utilized. Within the administrative framework of an educational institution there must be made an effective administrative pattern designed to give adequate support and educational purpose to the radio programming activities to which the institution is committed.

In light of the preceding statements and the statements and data presented in the study, the following recommendations are made:

- (1) Each educational institution should carefully define the major purposes or objectives of the radio programming to which it is committed. Those objectives, will in part, be determined by the resources, financial and creative, which the institution has at its command.
- (2) In those instances in which an educational institution does not own or operate radio facilities of its own and must depend upon a

commercial station outlet, the radio programming activities should be administered by a radio program director. This individual should be responsible directly to the chief executive officer of the college or university.

(3) In those cases in which the educational institution owns and operates a radio station outlet the program director should be responsible to a director of radio who in turn is responsible to the chief executive officer of the college or university.

(4) There should be a radio program advisory board of faculty members, appointed by the administration of the college. This board should function in an advisory capacity in the matter of program selection.

(5) The program director should be an individual who is a specialist in the field of radio and whose major interest lies in the field of program production. Such an individual should combine a well-rounded educational background with skills of showmanship which can be used to make educational broadcasts listenable to those thousands to whom those programs may be directed.

(6) Adequate budget allotments should be made to meet the expenses involved in broadcasting radio programs. The amount will of course vary subject to the primary purposes of the broadcasting activities and the scale of the programming operations. The budget should include adequate appropriations to provide for the necessary personnel and the necessary departments needed to conduct the activities at the level of maximum effectiveness.

(7) Faculty members who render services in behalf of the radio programming activities of educational institutions should be given adjustments in their regular teaching or staff assignments. They must be given the time necessary to write, re-write, edit, and rehearse each broadcast if educational broadcasting is to reach a level of high merit.

(8) Colleges and universities should prepare and broadcast a greater number of programs designed to meet the level of adult education. Radio

broadcasts can bring instruction to literally thousands of adult listeners who can benefit by such instruction and who otherwise would not have the opportunity to share in our cultural heritage.

- (9) The success enjoyed by those colleges and universities offering classroom instruction by radio for college credit toward a degree would indicate a need for an increased attention to the possibilities existing in that area.
- (10) Increased attention should be paid to the matter of audience measurement as a yardstick to determine the effectiveness of radio programming. Furthermore, more audience research should be used in the matter of selecting and planning programs to be broadcast by educational institutions.
- (11) In order to share the creative resources which exist in the campuses of our colleges and universities, a program exchange should be organized which would serve as a central clearing agency for radio programs of high merit produced by educational institutions.
- (12) Provision should be made by which scripts might be exchanged among educational institutions. Such services could ease the constant demand for acceptable scripts which might be used for radio programming purposes.
- (13) The growing number of educational institutions which avail themselves of commercial station outlets, when institutionally owned facilities are not available, seems to indicate the willingness of commercial stations to cooperate in the broadcast of educationally produced radio programs. Those institutions not using such facilities when they are available should investigate the possibility of their use.

SUGGESTED FURTHER RESEARCH

While this investigation was in progress, certain related research projects presented themselves to the writer. Several of these are presented below.

- (1) A detailed study of the training and qualifications necessary to fill the position of radio program director in an educational institution.
- (2) A survey and comparison of program policies of a selected group of institutions which own and operate radio stations with the program policies of a selected group of institutions using a commercial station outlet as these policies are applied in the actual determination of program content.
- (3) A survey of the audience measurement policies activities of a selected group of educational institutions which own and operate radio stations.
- (4) A survey of radio programming as a public relations medium of colleges and universities.
- (5) A survey of the relationship of a student's educational radio programming experience to that of obtaining a position in the field.
- (6) A survey of the teaching techniques used successfully in the broadcast of classroom instruction by radio for college credit.
- (7) A study of the subject matter content which can be broadcast most successfully at the adult education level.
- (8) A survey and analysis of manuals, study guides, and study aids used in connection with broadcasts of programs at the adult education level.

Sports

URSINUS COLLEGE
COLLEGEVILLE,
PA.

(DEPARTMENT OF ATHLETICS)

AMMON KERSHNER JR. - DIR. OF SPORTS PROMOTION
510 Swede St.

Nor. 8-2650

So and explain to fate who you are.

1. Do you listen to WHRC? Yes 81
No but interested 19

2. How often / week? 1 - 15
2 - 14
3 - 21

3. What type do you enjoy most?

Classical 31

Popular 10

Pop + Day-type 22

Sports 8

Drama 32

College News 27

International 32

Also - Dixie, Western, Folk, Swing, Jazz, R+B

4. Would you listen to Fri. & Sat. noon shows?

Yes 56

No 44

5. What time is best for you to listen?

6:30-8 23

8-10 47

10-12 22

12- 23

6. Do you ever listen to the WHRC morning show?

Yes 23

No 77

WHRC - FINAL PROGRAM SCHEDULE
EFFECTIVE 2/12/51

SUNDAY

2:00	H	Opera Time	Anderson
4:30	H	Sunday Concert	Forster
6:15	H	" " (Cont.)	
8:30	H	" " (Cont.)	Hankamer
11:00	H	Orchestras of the World ET	-----
12:00	H	Signoff	Hankamer

MONDAY

2:00	H-FM	WFLN	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Swing Shift	Brewer
7:30	C	Campus News	Burton
7:45	H	Parv Sharpless	Piotrow
8:00	C	New York Times News	Singh
8:05	H	Great Music	Guttmacher Anderson (T.)
10:00	R	This 'n' That	Jones
10:30	R	Scotty Anderson Show	Anderson
11:00	C	N.Y. Times News	Isay
11:05	R	Late Freight	Nelson
12:00	R	Signoff	Nelson

TUESDAY

2:00	H-FM	WFLN	
5:00	H	Lecture Series	Brown, I.
6:00	H	Dinner Concert	Anderson
7:00	R	Musical Variety Show	Hollmann
7:30	R	Junior Class Program	
8:00	C	N.Y. Times News	
7:45	H	Classical Piano	Piotrow
8:00	C	N.Y. Times News	Singh
8:05	H	Great Music	Gardner
10:00	H	Lecture of Dramatics	
10:30	R	Shovel Show	Morrison
11:00	C	N.Y. Times News	Gardner
11:05	R	After Hours	Allison &
12:00	R	Signoff	Briod

WEDNESDAY

2:00	H-FM	WFLN Programs	
4:00	H	Gilbert & Sullivan Interlude	Grant
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Porter Perham Show	Perham
7:30	C	Sports Parade	Burton
7:45	H	Meet the Faculty	Singh
8:00	C	N.Y. Times News	Piotrow
8:05	H	Great Music	Morrison Guttmacher
10:00	H	Something Different	Hardy
10:30	R	Tim Bell Show	Bell
11:00	C	N.Y. Times News	Isay
11:05	R	Somerndike & Hitchcock	Som. & Hitch.
12:00	R	Signoff	Somerndike

THURSDAY

2:00	H-FM	WFLN Programs	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Welcome Dialer	Hudson
7:30	H	Tom McNutt (tape)	McNutt
7:45	H	Pete Cummins	Piotrow
8:00	C	N.Y. Times News	
8:05	H	Great Music	Hudson
10:00	R	Show Time	Morrison
10:30	R	Musical Showcase	Melweg
11:00	C	N.Y. Times News	
11:05	R	Mick Miller	Miller
11:30	R	Sweet & Swing	Good
12:00	R	Signoff	Good

FRIDAY

2:00	H-FM	WFLN	
5:00	H	French ET	
5:30	H-FM	WFLN	
6:00	H	Dinner Concert	Anderson
7:00	R	Basin Street Parade	Tomec
7:30	C	Sports Parade	Burton
7:45	R	Junior Class Show	
8:00	C	N.Y. Times News	
8:05	H	Great Music	Meads, Jatch
10:00	H	Dance Date	Hummel & Warrum
11:00	C	N.Y. Times News	Isay
11:05	H	Dance Date (Part II)	Hummel & Warrum
12:00	R	Dancing in the Dark	Fascione
1:00	R	Signoff	Fascione

WHRC Poll, taken January, 1960

Poll taken at lunchtime, outside dining room; each person entering was asked to take a program schedule (attached), and indicate on it to what shows he listened regularly, to what shows he listened occasionally, and any comments, suggestions, or criticisms. Results of first two questions are indicated on sample "ballot". 131 ballots were returned, of which 36 carried comments, tabulated as follows:

- 1) No reception or difficult reception: 11
 - Leeds reception poor: 4
 - Off Campus 1
 - French House 2
 - Yarnall House 1
 - South Barclay reception poor 1
 - Unspecified 2
- 2) Suggesting educational FM for WHRC 7
- 3) Request for Scull House line 4
- 4) Comments on present programs
 - Speaking voices and engineering praised 1
 - World's Worst insufficiently 'gross' 2
 - Council Report speaker 'poor' 1
 - Classical Music 'too exotic' 1
 - Adventures in Listening 'poor' 1
 - Folk Music 'irregular' 1
- 5) Suggestions
 - Include Phillips visitors 1
 - More classical music 3
 - More Easy Chair music 2
 - A satire program 1
 - A livelier Misery 1
 - More rock & roll 1
 - More sports news 1

Philip Musgrove
Program Director

Woodstock, Conn.

September 3, 1962

Dear Dick and Rick,

I'm sending the same letter to both of you to save time, so please pardon the carbon copy, whichever of you may get it. I want to say that I have little hope of ever hearing from the people with whom I have been negotiating for carpeting. This I did not expect, I admit, and would have thought I might have at worst received a flat no, instead of being left in the air.

I have been working through the company where I work for carpeting. Biglow and Dowse, a wholesale carpeting firm in Boston, was at first very enthused about, "the possibility of extending our contacts in this way", i.e., via the donation of carpeting to us. I received several letters and one call from them, asking for measurements, which did not appear to phase them, and types of rugging. Then, about mid-august, the Silence began, and has continued. Nothing Rogers Corp nor I can do has produced more than the curt reply that they are "looking into it." Please reread Bleak House.

So..... I've failed. Maybe Lloyd carpeting is the answer. I leave it to you. We've got to get something, and can't count on what I've come up with to give us the rugs.

I have got Dialight Corporation to donate whatever pilot lights or information lights we may need once we have an idea what we may need, if anything, along those lines. Unfortunately they don't make anything but lights, and this isn't any great help.

My courses for next year have been arranged, and I'm excited about learning more about educational broadcasting. I look forward to hearing from you in whatever you decide to do this year, even if it's to pull the switch and get to work on Physics, the wisest thing anyone could do.

Yours,

David
Bates

Woodstock, Conn.

September 3, 1962

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So.... I've failed. Maybe Lloyd carpeting is the answer. I leave it to you. We've got to get something, and can't count on what I've come up with to give us the rug.

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Yours,

Daniel
Rogers